Selfish Customs design studio is founded on experimentation and collaboration. The studio focus is on materiality to develop sculptural furniture pieces that have real relevance to their environment. Output is often playful, tactile objects with vibrant colour and bold structure for spatial impact.

Amongst the collection on display at CDW are the outcomes of a continuing project working with remnant materials of rural industry. Some of these materials once essential such as wool, are now all but valueless. With the intent of spotlighting this decline they have created a collection of objects celebrating the inherent qualities in the various waste materials and by products. Materials used in the collection include fleece, Longstraw thatch and Barley straw bales.